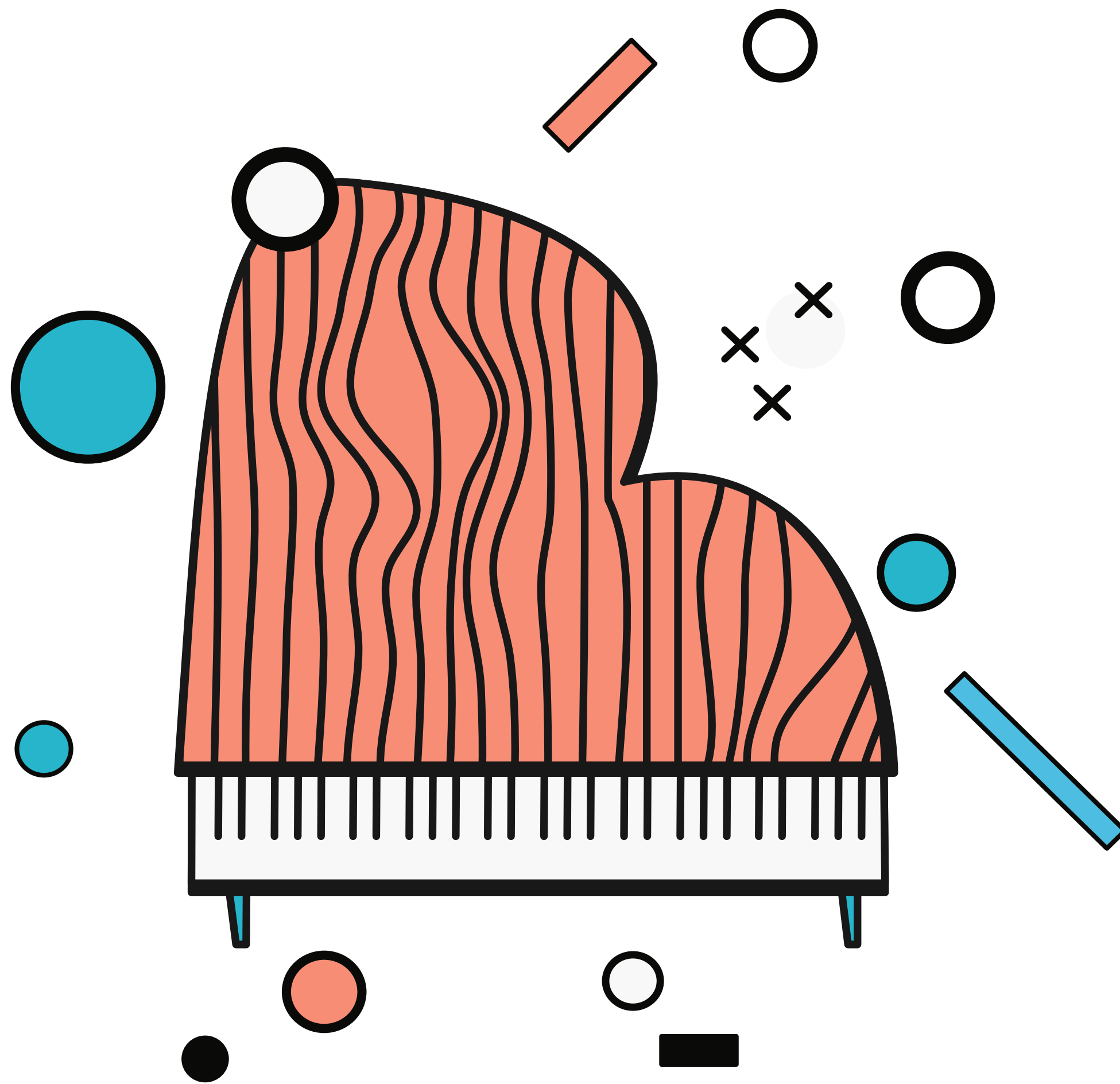


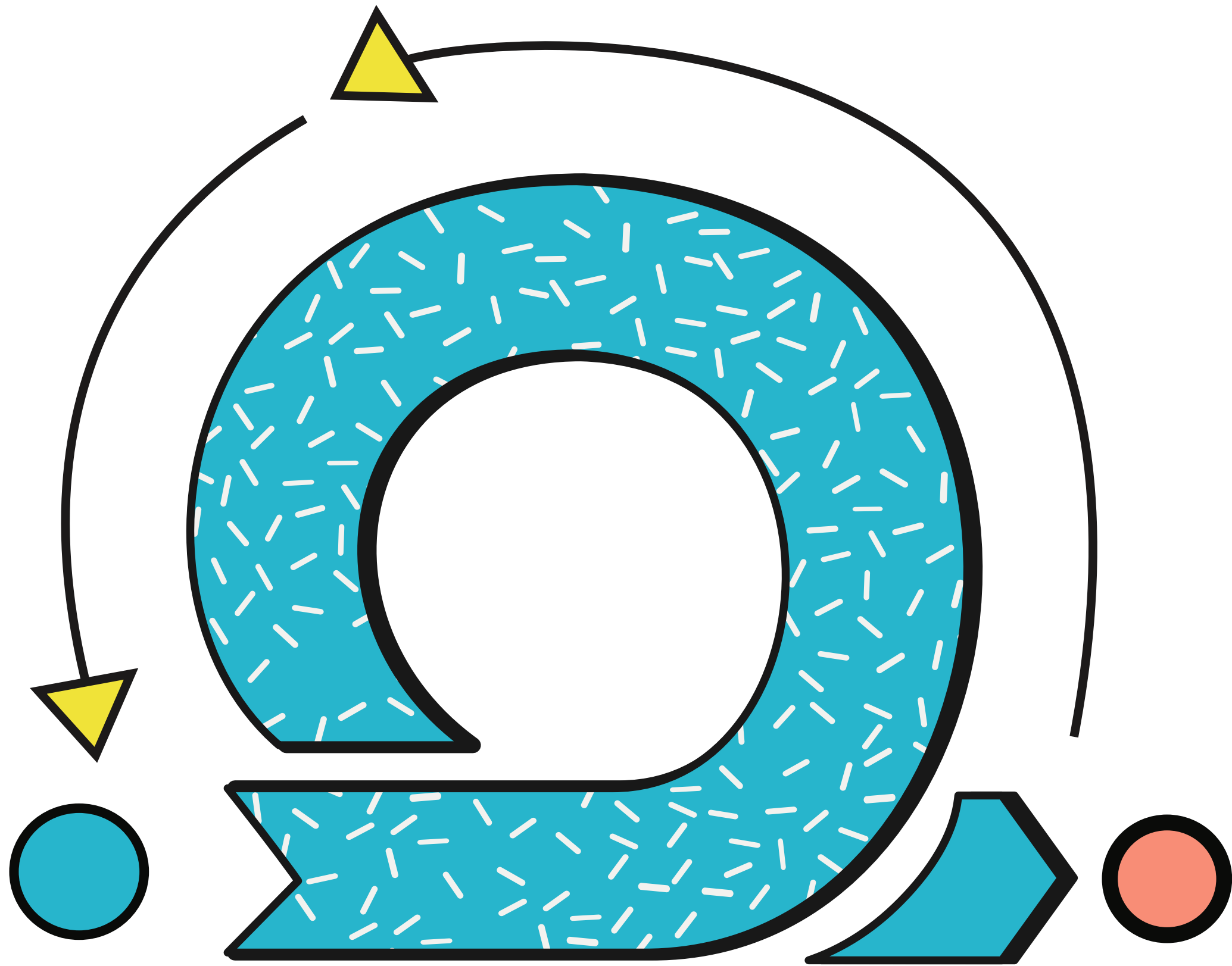


design
process
toolkit



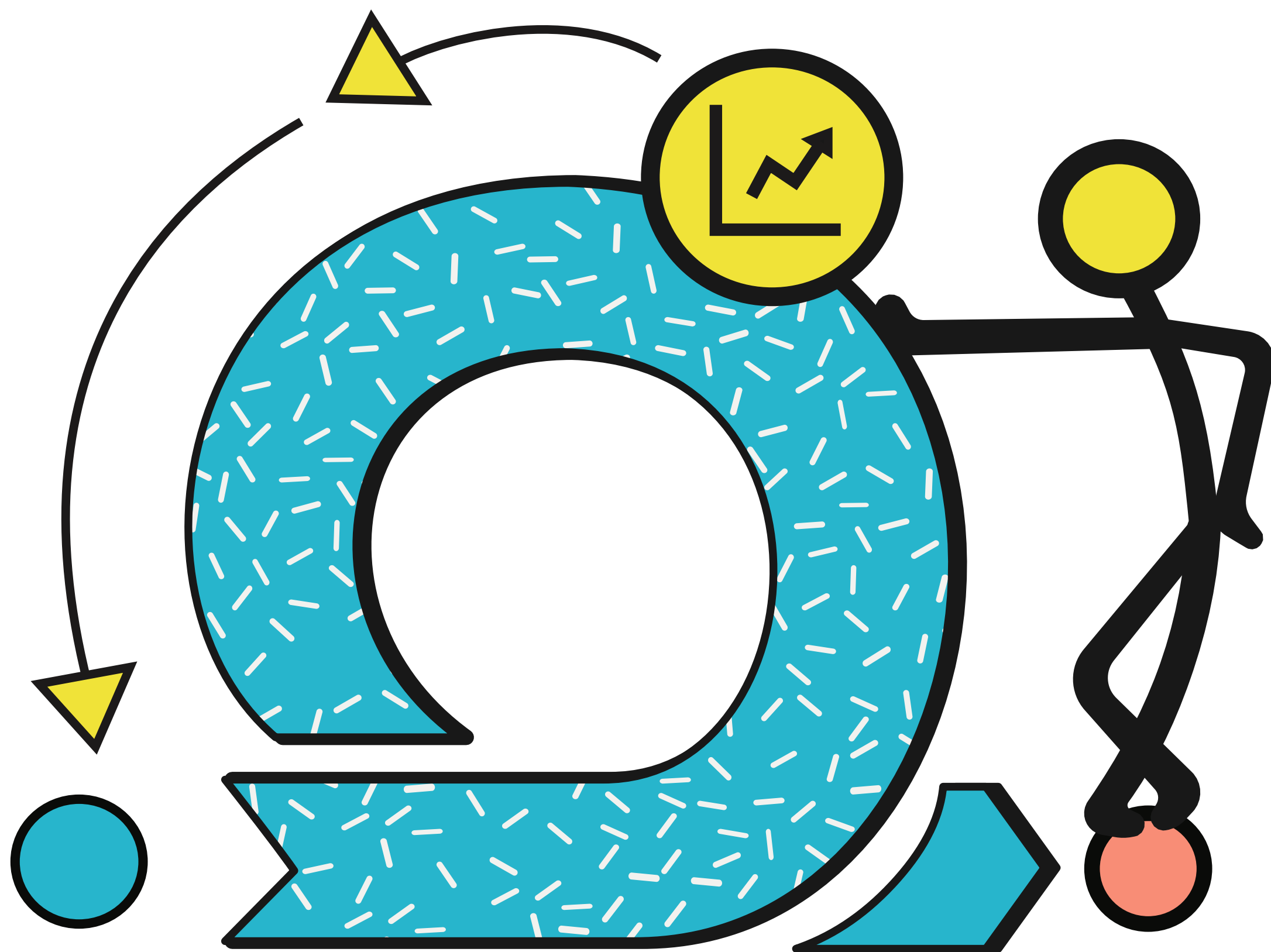
classic UX

Classic UX, or traditional UX, is an approach that focuses on user needs at the very beginning of the product design process. This is also what most design background students were taught at school. The approach believes that by digging into the users (user interview, focus group, contextual observation, etc.), we can figure out what the product could be like.



agile UX

As agile working is a way of working that addresses fast and efficient communication styles, the commitment of delivery, and the possibilities of adapting and iterating. It makes a good fit with UX methods if bring UX design into that cycle at the right spot. Typically, what companies do is to involve UX designers at the very beginning of the product development cycle, and keeps design always 1 sprint (2 weeks) ahead of the development.



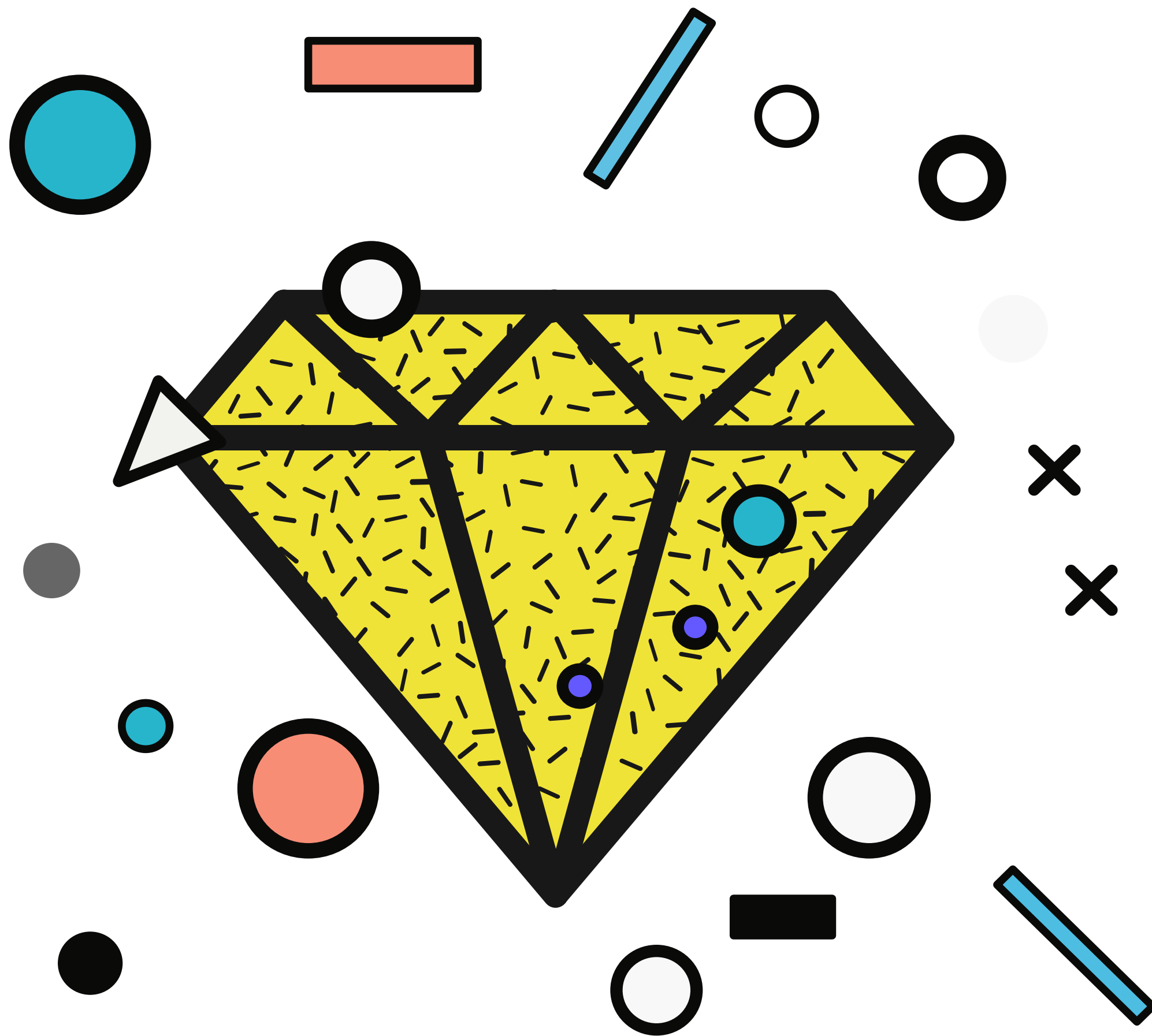
lean UX

The approach involves users' opinions at the very end. However, the fast development process allows the companies to iterate fast the product itself. Lean UX relies on real usage data on the products. Typical ways of working include A/B test, 5 seconds test, and other data gathering methods. As the major goal of Lean UX is to ship the product as soon as possible, the concept is all about shipping, measuring, validating, and iterating.



design thinking

The design should combine technology, business, and human values together. This approach addresses the importance of creative thinking through the diverging and then converging of all kinds of ideas.



value sensitive design

A similar approach that also focuses on creating value is called Value Sensitive Design (VSD). VSD emphasizes the importance of bringing value to multiple stakeholders, both direct stakeholders, and indirect stakeholders. The value includes privacy, trust, sustainability, pleasure, freedom, equity, ethics, and more. The approach goes through three stages: conceptual, empirical, and technical.



co-creation

Co-creation, or participatory design, is another approach that highly advocating for letting users participating in the design process. Later it evolves to gathering multiple stakeholders, and multi-disciplinary designers into the design process. During the design process, everyone becomes stakeholders and designers, and use the specially designed design toolkit to assist on design.



f(d)

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